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Councilmember Rose Herrera Celebrates the 29th Annual National Night Out in Evergreen with Nextdoor CEO Nirav Tolia

*National Night Out is the annual, nationwide crime prevention event;
San Jose Launches Nextdoor to Enable Residents to Communicate Online in a Private, Secure
Websites to Build Stronger Communities*

SAN JOSE, CA – Councilmember Rose Herrera will take part in the nation's 29th Annual National Night Out on Tuesday, August 7, 2012 to support strong neighborhoods throughout Evergreen (City District 8). Coinciding with National Night Out is the official San José launch of Nextdoor (www.nextdoor.com), the first private social network for neighborhoods to foster neighbor-to-neighbor and citywide communication.

“We believe a healthier and more engaged city creates stronger communities,” states Councilmember Herrera. “Nextdoor will help create stronger and safer communities all year long in San José. This is also a great example of city governments getting creative. Since we are in the heart of the Silicon Valley it makes sense for San José to adopt technology to help us solve problems and pave the way for other cities nationwide.”

This high-tech/municipality collaboration highlights a radically new approach to strengthening communities. Unlike using off-the-shelf software or spending taxpayer dollars to create City specific technology that helps build community, adopting Nextdoor is free. Nextdoor is helping San José introduce the service to its neighborhoods and San José is helping Nextdoor improve and expand their product. For example, in response to suggestions from San José, Nextdoor has created the capability for elected offices, like a council district or a public safety service like the fire department, to have its own unique Nextdoor page and create their own posts. Also, with the encouragement of San José Nextdoor developed a mobile app to immediately invite and verify new members for use at National Night Out.

As the largest City to use Nextdoor to date, San José is taking advantage of a “magic moment” where they can influence the development of Nextdoor in a way that can directly benefit their residents. All this work, from roll out across the City to new feature development, is being done at no cost to the City. Neighbors are taking the lead on spreading the word, with Nextdoor providing support, guidance, and encouragement.

The role of Councilmember Herrera and the City has been to open the door to collaboration with Nextdoor and encourage neighbors to connect to neighbors, awakening the ability to electronically deal with everything from finding the owner of a lost dog to addressing a rash of burglaries.

Starting now, San José residents can use Nextdoor to create private websites for their neighborhoods where they can get to know their neighbors, ask questions, and exchange local advice and recommendations. Topics of discussion on Nextdoor are as varied as local events, school activities, babysitter and plumber recommendations, disaster preparedness, recent crime activity, upcoming garage sales or even lost pets.

Councilmember Rose Herrera will announce the adoption of Nextdoor citywide on the annual National Night Out, the nationwide crime prevention event, created by the National Association of Town Watch (NATW). This year NATW is partnering with Nextdoor to help residents plan NNO events and come together to build stronger, safer and happier neighborhoods all-year long. Dozens of communities in San Jose participate in National Night Out.

“Nextdoor’s mission is to bring back a sense of community to the neighborhood. Neighborhood spirit is a powerful weapon in our fight for a safer nation,” said Nirav Tolia, CEO and Co-founder of Nextdoor. “When neighbors connect, good things happen. More specifically, neighbors who get to know each other, look out for each other.”

Nextdoor was specifically designed to make neighbors feel comfortable sharing information with one another to help build stronger communities and building stronger communities is a huge priority for our City. All members must verify that they live within the neighborhood. Information shared on Nextdoor is password-protected and cannot be accessed by those outside the neighborhood or found on Google or other search engines. In addition, Nextdoor never shares personal information with any third parties. Unlike an email listserv or other online group, neighbor posts are organized and archived for future reference.

“I am really excited to use Nextdoor to get to know my neighbors,” said Karin Lim, Lead for the Meadowlands Nextdoor group in the Evergreen area of San José. “I look forward to meeting some of my neighbors for the first time, using Nextdoor to coordinate future National Night Out events, and I hope it will make us more connected and an even better neighborhood.”

Those interested in joining their neighborhood’s Nextdoor website can visit www.nextdoor.com and enter their address. If Nextdoor is available in their area, they can immediately sign up. If a

Nextdoor website has not yet been established for their area, active and engaged neighbors are invited to apply to bring Nextdoor to their neighborhood.

About Councilmember Rose Herrera

Councilmember Rose Herrera represents District 8 in the City of San José. Councilmember Herrera currently Chairs the Community and Economic Development Committee, the VTA Audit Committee, Vice Chair of the Transportation and Environment Committee, a member of the Mayor's Gang Task Force, the Santa Clara County Transportation Advisory Board, CalTrain Joint Powers Board, a voting delegate to the League of California Cities and the Founder and President of the League of California Cities' Women's Caucus. For more information, go to www.sanjoseca.gov/district8.

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